

Tourism Marketing Management in Relation to the Economic Safety of the Tourist

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ABSTRACT

Tourism is considered as a dynamic, big, various, clean industry and one of the growing sections in national economic system. Therefore, all countries are looking for using its consequent opportunities and several benefits to provide their societies' current and future relative welfare by that. The important issue in tourism planning is tourism marketing which includes all factors that can attract a tourist into the site.

One of the aspects of tourism marketing which should be considered in tourism planning is the tourist safety; because unless the safety is not established there will not be a trip and talking about tourism will be futile. Therefore, tourism marketing planning is placed in close relationship with the tourist safety.

In this study in which descriptive method has been applied, the steps of tourism planning and its market are studied in relation to the economic safety of the tourist. Planning as a scientific instrument helps activists in tourism industry to determine the best way to develop tourism in a continuous and scientific process and to place this development in the route of other economic sections.

KEY WORDS: tourism, marketing, tourism planning, safety

INTRODUCTION

One of the broadest activities of a society or area is tourism industry which requires appropriate planning. In this study, a simple structure and basic guidelines for comprehensive tourism planning in a society or region is presented.[1] Planning is the process of determining goals and defining and evaluating the methods to achieve them. Comprehensive planning means a planning which considers all touristic resources, organizations, markets and the plans of that area. Furthermore, safety is noticed in economic, environmental, social and industrial dimensions in a comprehensive planning.[2] Tourism industry is a smokeless industry; An industry that its hostages love sightseeing and look around the whole world for a bit of safety.

1. The role of safety in tourism development

Tourism is a multiple-branch science which is developed and evolved with careful safety and political analyses. Therefore, tourism experts agree that revising the organics of tourism industry and national safety is necessary because in present, tourism is in close relationship with some factors including internal and national security, transportation industries such as safety in logistics, inns, hotels, attractions, sightseeings, public media services and so on. In fact, as one of the important factors of tourism development is security, the prosperity of tourism in a region and traffic of tourists in a destination causes safety, furthermore, the criteria for safety in tourism is the feeling of safety by its tourist which forms the establishment of safety in different levels of tourism industry in the realm of tourism planning and its execution. [3]

2. Tourism planning

Tourism planning includes two relative but separate steps of methods and viewpoints of planning. In other words, tourism is one of the common activities in an area which needs to be considered as a part of economic, social, environmental and structural planning. Therefore, to find tourism resources, using the area land, transportation, economic development or comprehensive project is an ordinary issue. The relationship between tourism and such projects depends on the importance of the availability of the tourist for that area or society and the amount of planers attention to the touristic activities. [2]

Tourism industry is considered as a trade for an area or society. Separate touristic trades conduct a wide range of planning activities which include marketing, productive development, advancement, prediction and strategic planning.

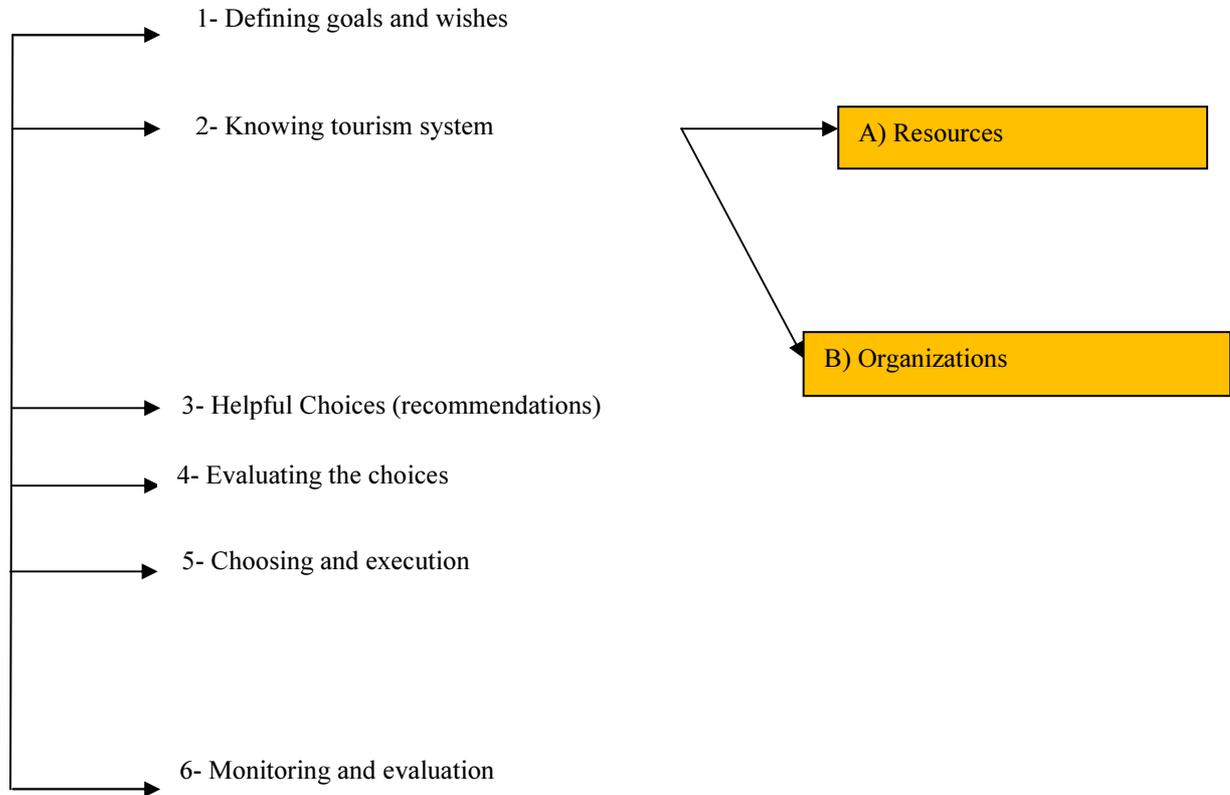
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A comprehensive viewpoint combines an important marketing project with more general and traditional planning activities. It makes a balance between meeting the needs and wishes of the tourist compared to the needs and wishes of the locals. [4]

3. Different steps of the planning process

Comprehensive planning needs a systematic viewpoint which usually includes some steps. [6] [7]

The planning process includes six steps:



3.1. First step: Defining goals and wishes

Achieving clear explanations about goals and wishes is difficult but important. Executing tourism goals should originate from the general goals and wishes of the society. Understanding how a touristic project makes broader goals practical, is important. Is the society looking for a broader sustainability and taxing, increasing job opportunities, developing welfare facilities, better educational planning, and elevating quality of life? How can tourism industry help in executing these goals? Developing touristic projects and plans in long processes has caused different groups and organizations that work in a society in proportion to their shared goals, to move towards a same goal. In primary steps of developing tourism industry, more tourism strategies may be evaluated to create organizational structures and collecting information for a better understanding of tourism system.

3.2. Second step: Knowing tourism system

In general, tourism is said to those people who travel out of their society (their place residence) for entertainment. In regard to the following details, definition of tourism is different. Details such as: What distance do travelers pass, regardless of whether they stay for one night or more, and that what is the real intention of their trip? Does the goal of tourism planning include daily visitors, traders, travelers, those who come to visit friends and relatives, passing travelers or seasonal residents. Which organization and social resource can meet the needs of the tourists? Or provide them services? In general, tourists share using resources of the society with local residents, shopkeepers, and traders of that area. This makes tourism planning more complicated. Therefore, we should look for a clear idea about what a touristic project should contain.

In general, the system of tourism industry is divided into the following three sub-branches:

- 1- Touristic resources
- 2- Touristic organizations
- 3- Touristic markets

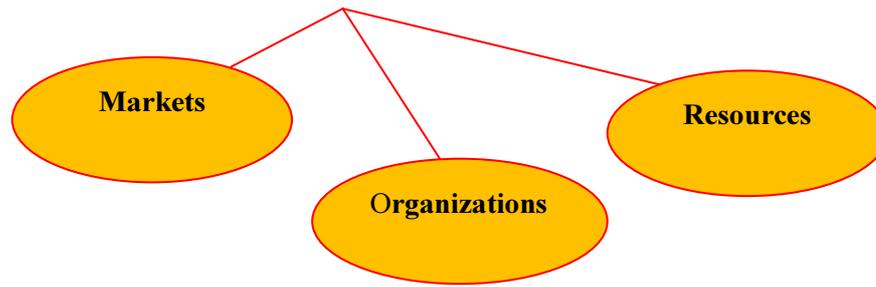


Figure 1: Tourism industry sub-branches

3.2.1. Touristic resources

Tourism resources include: 1- Natural resources 2- Cultural resources 3- Human resources 4- Investment resources which can be used to get tourist and providing services to them. Table 1 shows the ideal division to achieve a general and organized image of the touristic resources.[7]

Table 1: Touristic resources

Touristic resources	
A) Natural Resources	<ul style="list-style-type: none"> • Weather: seasons • Water resources: rivers, streams and waterfalls • Predicting all plants of the area: flowers, bushes, wild plants • All animals of an area and wild animals • Resources related to geology: topography, soils, soil and sand hills • Occupied land at the beach, rocks and fossils
B) Cultural resources	<ul style="list-style-type: none"> * Historical buildings * Historical monuments and shrines * Food * Ethnic cultures * Tales, government, religion and ... * Resources for studying nature * Local celebrities
C) Human resources	<ul style="list-style-type: none"> * Hospitality skills * Management and control skills * Theatrical arts: music, theater art, narration * Writer and actor * Other skills for chefs, lawyers and researches * Local population
D) Investment resources	<ul style="list-style-type: none"> * Availability of capital and budget * Infrastructures such as roads, airports, railways, harbors, seaside entertainment areas, and pavements Infrastructure: public water, power and communication industries

3.2.2. Touristic organizations

Touristic organizations combine resources to provide goods and services for tourism industry.

Knowing various coverings of public and private organizations involved with tourism is important. The most difficult part of tourism planning is to conduct these groups in proportion to cooperation for shared goals. Arranging proper communication systems and organizational arrangements is the key part of tourism planning.

- State and temporary trade, transportation and natural resources organizations
- Organizations of determining areas and local tourism companies
- Educational and consulting organizations, for example touristic and traveling researches organizations of travel information center of the US: travel resources center
- Real estate and transportation management agencies
- Local government organizations, guest information, trade center, assemblies and hostels, parks
- Jobs
- Professions matching the environment: hotels, motels, houses, shelters, dormitories and country houses and seasonal houses
- Food and drinks: restaurants, groceries, greasy foods and... provide services for the tourist.
- Transportation devices: airplane, railway, bus, local transportation devices such as taxi, cars, bicycle, boat, these factors are local patrols services.
- Information: special trips, servicing information
- Entertainment facilities and services: winter sports including ski, ice skating, areas for driving on snow, golf, swimming pools, water slides, beach bases: tennis, handball, bowling clubs, mineral streams for

health ; pools for renting entertainment boats, teaching fishing and hunting, providing requirements for horse riding, good sport and entertainment equipments for sale and rent.

- Accommodation: amusement parks, facilities to watch sports, horse races, art museums and galleries, art skills, plays; acting arts, theater, dance, music, movie; historical and prehistoric sites;
- Museums of: art, history, technology, agriculture, zoos, natural sightseeings
- Special events and celebrations
- Supplementary services: car repair centers, gas stations: servicers and sellers of small vehicles and boats;

Chain stores: sport goods, special goods, souvenirs, garment, hygiene services, hospital, pharmacy, laundry, barbershop, kindergarten.

Communication: newspaper, telephone, loan and banking services

3.2.3. Touristic markets

§s. The needs and wishes of the attracted tourists cause the activities of these markets to develop. Therefore, a correct and clear understanding of the section of the market to which you are going to be attracted is important.

After discussing size and entity of the market, the following questions are put forward by researchers:

- What are the primary sections of the market to which you are attracted at the moment?
- From where have they originated?
- What has attracted them to the country?
- How have they collected information about the destination society?
- How do they satisfy them by their services?

We can also do the marketing (usually telephone discussion) among housewives of the areas which would like to attract tourists. Such study and discussion helps to the definition of the market and the reason of tourist attraction to the area. [8]

3.2.3.1. Different sections of tourism market

By defining the are if we want to market and attract visitors, the size of the sale zone (market rate) depends on uniqueness and quality of the product, transportation system, taste and wish of the people and also our competition.

Also the market rate helps the intended advertisements and commercials and explains transport ways and styles and methods, competition and characteristics of the market.

At the time of traveling to the market, travel distances are divided into the following types:

- Daily trips less than 50 miles, - daily trips from 50 to 200 miles away, - travelers just passing by, - overnight trips more than 1 to 2 nights (usually like vacations) and – trips on night vacations in a wider range.

After having an idea about the place of the market and types of trips we are going to serve, we begin to define more characteristics of the market sections. Such as comparing transportation devices, ski site, beautiful sightseeings, family vacations, weekend trips and so on.

What products and services do probably attract each of these groups?

3.2.3.2. Environment

A tourism industry project is affected by many factors in the realm of the environment. In fact, one of the complications of tourism industry is that some of the variables include competitive goals of the price and providing tourism industry services, the government's policy and strategy, the amount of the dominant currency rate, and weather.

In tourism planning, also locals must be considered, because they compete with tourists in gaining the resources. They significantly affect tourism activity and are an important resource to support and apply the tourism plan. Some locals can lead the society potentials to improving and developing tourism industry and determining the effects of this industry on the society and use local data in proportion to tourism plans. Public hearings, courts, and billboards are among other ways to involve publicly in tourism industry projects and also local support and interaction plays an important role in tourism industry plans.

3.2.3.3. Market section of tourism industry

Nowadays, safety is considered as the most important and basic factor in determining tourism development strategy in society and its effect on the economic market.

- 1- Geographical situation of the market
- 2- Daily trips
 - Less than 50 miles * More than 50 miles

Passing the traffic

- Daily visitors * Staying overnight
- Overnight trips
- Weekends * Holidays
- 3- Activity or suggesting trips
- Outdoor entertainments
- Provisions for water sports:
- Sailing: sail, energy, sea trip, roaring trip, boat without sail, waterski
- Swimming: swimming pool, beach, sun bath, diving suit (a device for breathing underwater)
 - Fishing: license, competition, harbor, boat, beach, ice
- Provisions for non-water (land) entertainments:
- Camping- walking- mount climbing- beach walking- caving- hunting- skiing
 - Snow walking- cycling- horse riding- hiking
- Provisions for air activities:
- On plane, balloon, parachuting
- In general
- Studying nature – photographing or drawing perspectives – watching natural perspectives
 - Visiting sightseeings and entertainment
- Visiting a special place or site
- Historical or prehistoric – cultural – entertainment – perspective
- Participating in events, plays, special play
- Ethical festivals – sport events – doing plays – agricultural products festival – boat show – shopping
- Other purposes for traveling:
- Visiting relatives and friends * Conference and trade/ tourism

Table 2: A symbol of tourism industry system sub-branches

Resources	Organizations	Markets
Natural resources	Federal branch, NB trade organizations, real estate management and transportation agencies	Geographical sections of the market
Cultural resources	NB governmental branch in trade and transport	Daily trips
Human resources	Local government organization	Activity and advice for the tourist
Capital resources	Jobs	-----

3.3. Third step: advising production

Developing the advice and choosing the target market needs a creative mind and mental inspirations. Usually supposing making a mistake in this step is precocious.

Tourism planning includes a wide range of market decisions and developing internal relations. The following enhanced questions show the beginning of the way:[9]

- * Next to society and area, what amount of attention should be paid to tourism industry?
- * What social (public) goals have been designed for development of tourism?
- * What organization is responsible for conducting and unavoidable arrangement of tourism planning?

Tourism market decision making issues include:

- * Sections: What sections of the market should be considered?
- * Product: What types of touristic products and services should be provided? Who should provide them?
- * Place: Where should tourism facilities be provided?
- * Advertisement: What type of advertisement should be used? By whom, in which media, how much, when? What tourism issue should be determined for public?
- * Price: How much should be spent for each product and service? Who should take the tax?

3.4. Fourth step: evaluating choices

This step evaluates tourism industry advancement and choosing the market by discussing the achievement of each item to its goals.

Usually, there are two planned evaluations for the advancement of tourism industry advancement and choosing the market:[10]

- 1) Analyzing the facilities 2) the effect of estimations. These two factors are correlated. By thinking about them we answer these two basic questions: 1) Is it executable? 2) What are its consequences? The decision which is taken should be executed according to both items of facilities and ideality.

3.4.1. Analyzing facilities

First, we write the alternatives that we have chosen and remove unusual and unpractical factors such as economic, environmental, political, legal, and other factors. We evaluate the remaining alternatives with more details and special attention to the market potential and financial project.

3.4.2. The effect of the estimation

After evaluating advancement of alternatives and strategies of the market, knowing positive and negative effects of the considered actions is important. Figure 2 shows classification of economic, environmental and social effects related to advancement of tourism industry.

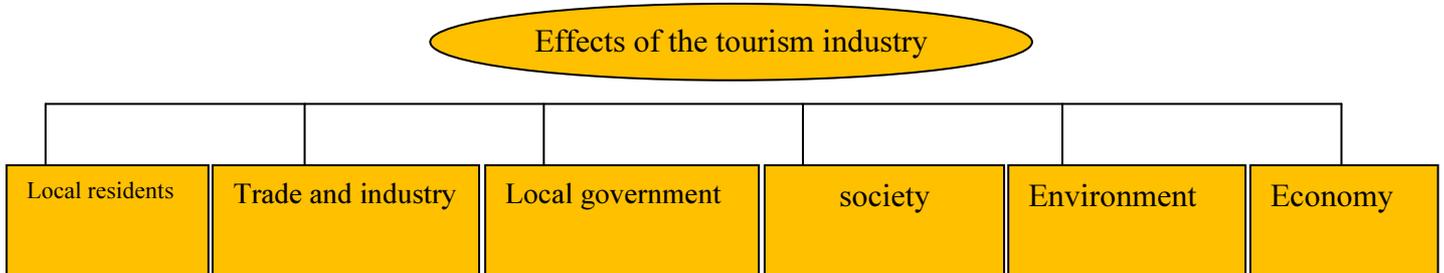


Figure 2: Positive and negative effects of tourism industry

4.2.1. Economical effects

* Sale, toll and income * employment * taxing and financial effects * prices * economic structure, infrastructure of prices

3.4.2.2. Environmental effects

Protecting natural areas such as:

- Lands * waters * air * infrastructure * plants and animals

3.4.2.3. Social effects

* Population structure and distribution * conditions and prices * education * jobs * health and safety * density and crowdedness * dynamic and attractive * quality of life

3.4.2.4. Effects on the government

Local government (municipality or governors house), provides the most basic and essential services for developing tourism industry which include: highways, public parks, executing the law, water and drainage, collecting the rubbish and debris. In evaluating touristic facilities, with a complete understanding of the infrastructural capacity, and services related to the predicted needs, both needs of the locals and tourism should be considered together.

In analyzing the financial effect, the effect of tourism industry on taxing criterias of the society and the local government expenses are evaluated. This estimation includes predicting extra infrastructures and service needs for developing tourism industry, estimating their expenses, determining the person to pay these expenses, and their payment method.

3.4.2.5. The effects on trade and industry

Jobs that are directly provided to tourists, make profit from their sale. A wide range of the jobs of a society profit from secondary effects and also touristic activities. For example, the local textile industry might sell its products to a company which sells cotton, and this company will sell its products to hotels and hostels which provide primary services to tourists. Or local wood industries sell their products to carpentries that local carpenters and armchair producers buy from them and these carpenters and armchair producers also sell their products to tourists. The more a society is independent in providing services to tourists, the more prosperous tourism industry will be in that area.

It is worth to mention that as tourism affects government, trade, industry and locals, it expects to get the same amount of safety in different economic, social, political, cultural dimensions and...

3.4.2.6. The effects (of tourism industry) on locals

The locals can experience a wide range of positive and negative effects of developing tourism industry. The advancement of tourism industry can increase job opportunities and incomes for the locals. However, primarily touristic jobs include providing services. But most seasonal jobs are part time and low-income. These characteristics are not subjective or permanent. Locals can benefit from these job opportunities as seasonal or part time. Specially, these opportunities can be considered as good job opportunities and business for retired people and students.

Also locals can benefit from the local services that they themselves provide. Developing tourism can cause to a variety of shops and restaurants. It may also cause to a heavier traffic, higher prices and increase of the price

of houses and local taxes. The general quality of life in the society may increase or decrease because of tourism industry development.

3.4. Fifth and sixth steps: execution, monitoring and evaluation

In general, projects must succeed with time and its reason is the change of goals, the change of market conditions and unexpected effects. Developing monitoring and evaluating systems for projects, is a good idea which can be helpful.

4. Conclusion

Successful planning of tourism industry and availability of development devices is both to the benefit of the locals and tourists. Direction of the market should be in proportion to a clear view of how touristic services are provided to a broader society and understanding positive and negative effects of development of tourism industry. Tourism industry should first meet the interests of the locals and then tourists. Development of this industry should have the ability to compete with other activities of that area and be supported by the locals. Therefore, a touristic plan should be close to other regional and local plans.

Furthermore, development of tourism industry is affected by security. The security which affected by positive or negative propaganda, can form a sense of safety or non-safety in the tourist. Providing security which is considered as one of the planning processes is done through cleanliness of the city, cultural and natural protection, respecting the environment and decreasing street crimes.

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